

DEPARTMENT OF KINESIOLOGY & HEALTH SCIENCES

COURSE OUTLINE – Winter 2026

PF 2970 (A3): FITNESS MANAGEMENT- 3 (3-0-1) 60 HRS FOR 15 WEEKS

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Laura Hancharuk
OFFICE: K214
OFFICE HOURS: By appointment

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CALENDAR DESCRIPTION:

This course provides foundations specific to administration and management of the fitness industry and personal training professionals.

PREREQUISITE(S): PF1910

REQUIRED TEXT/RESOURCE MATERIALS:

No textbook required. Readings will be posted on Moodle

DELIVERY MODE(S): Lectures, class discussions, group work, assignments, presentations

LEARNING OUTCOMES:

1. The student will be able to deliver a professional presentation/demonstration to their peers.
2. The student will be able to plan and implement the administration components of a group exercise session. (Planning, organizing, marketing).
3. The student can identify multiple marketing methods including social media platforms.
4. The student will develop their brand and apply those principles to their future business model.
5. The student will create a budget and determine a financially feasible client workload.
6. The student can implement a strategy for client attraction and retention.

TRANSFERABILITY:

N/A

EVALUATIONS:

1.	Homework Assignments	(Jan.11, 22, Feb.1, 11, Mar.2, 10, 27, Apr.5, 7)	30%
2.	PT Business Software/App Presentation	(Jan.23)	10%
3.	Program Planning Project	(Mar. 16)	20%
4.	Programs, Services & Price List	(Apr. 2)	20%
5.	Marketing Plan	(Apr. 11)	<u>20%</u>
			100%

GRADING CRITERIA

A grade of C- is the minimum passing grade for PF2970.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100		C+	2.3	67-69
A	4.0	85-94		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

PF2970 consists of two 80 minute instructional sessions and one 50 minute lab session per week.

Lectures	Tues/Thurs	1:00pm - 2:20pm	Room L123
Lab	Thursday	2:30pm – 3:20pm	Room L123

Date	Lecture	Lab
Week One Jan 6, 8, 8	Course Outline & Goal setting What's your WHY?	Life Coaching: Life Balance Sphere
Week 1 Homework	Homework: What is your why? Due: Jan.11	
Week 2 Jan 13, 15, 15	History of the Fitness Industry? Which Business model is right for you?	Research Personal Training Software/Apps: 2 groups of 3, each group choose 3 apps (total of 6)
Week 2 Assignment	Assignment: Review different apps or software management systems for Personal Trainers Due:Jan.22	
Week 3 Jan 20, 22, 22	Technology in the Fitness Industry Prep Class Student Software/App Presentations	Software Presentations
Week 3 Homework	Homework: Research "Brands" that you resonate with on IG and why Worksheet Due: Jan.29	
Week 4 Jan 27, 29, 29	Building your Brand	Build your AVATAR
Week 4 Homework	Homework: Build your client AVATAR Due: Feb.1	
Week 5 Feb 3, 5, 5	Naming your company Registering your business name/ Business Licenses	Guest Speaker: Charlene Kushner (the progression of a fitness professional; building a great toolbox)
Week 5 Homework	Homework: Come to class with a list of the THREE most unique fitness classes or services that you can find online to be presented next week Due: Feb.10	
Week 6 Feb 10, 12, 12	10: Class Homework Presentations 12: The Business Side of Planning a Fitness Class (Program Planning & Administration)	Program Planning Project: Designing YOUR own fitness class
Week 6 Assignment	Assignment: Program Planning PROJECT (build your own bootcamp, spin class, climbFit, Etc) Due: Mar.15	
Week 7 Feb 16-20	Reading Week, no classes.	
Week 8 Feb 24, 26, 26	Money Matters: Establishing a Pricing List; GST; Payment Methods; Tax Write Offs	Perform a market analysis of fitness industry pricing.
Week 8	Homework: Perform a Market analysis of fitness industry pricing. Due: Mar.2	
Week 9 Mar 3, 5, 5	Marketing	Guest Speaker- TBA
Week 9 Homework	Homework: Create your 30 sec Elevator Intro Due: Mar.10 & Networking Journals begin Week 10- Due Apr.5	
Week 10 Mar 10, 12, 12	Presentations: 30 sec elevator intros Marketing- Social Media Marketing Plan Implementation	Guest Speaker- Danielle Rocher? (Marketing, Business Mgm't/Growth)
Week 10 Homework	Homework: Reminder - Program & Services Price List Due Apr.2	
Week 11 Mar 17, 19, 19	Building your Marketing Plan Making Your Vision a Reality	Guest speaker- TBA
Week 11 Homework	Assignment: Marketing Plan Due: April 12; Marketing Implementation Worksheet Due: Mar.27	
Week 12 Mar 24, 26, 26	Habits for Success (Time Management, Scheduling, Customer Service)	Guest Speaker – TBA
Week 13 Mar 31, April 2, 2	Making the Sale The Art of Negotiating	Sales/Negotiation Practical
Week 13 Homework	Homework: Bring a list of your hard expenses (rent, car payment, phone, etc) Due: Apr.7	
Week 14 Apr 7, 9, 9	Becoming Financially Profitable Growing Your Business (Retention, Referrals, Recommendations, Rewards)	Building your budget 7 habits of Highly Effective Trainers

STUDENT RESPONSIBILITIES:

Refer to the College Policy on Student Rights and Responsibilities at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <https://www.nwpolytech.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

****Note:** all Academic and Administrative policies are available on the same page.